

# TIA W. RAMEY



## SUMMARY

An experienced digital marketing consultant with a wide-range of marketing and advertising experience across several industries from public to private.

A highly-motivated deadline driven problem solver with strong communication and senior leadership skills. 8 years of experience, specializing in social media and web content creation and management.

## CONTACT ME



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www.RAMEYMARKETING.com

## TEACHING EXPERIENCE

- Ohio State John Glenn College of Public Affairs: MAPS | Social Media Strategies 2020 - Current
- Ohio State John Glenn College of Public Affairs: Public Safety Leadership Academy | 2021
- Ohio Media School - Social Media Marketing | 2015

## TECHNOLOGY

- Trained in management of multiple CMS Platforms including Wordpress and Drupal
- Skilled with Adobe Creative Suite
- Photography and photo editing
- Videography
- Application content management
- 5 years experience with podcasting

## PROJECTS

The Saunders PR Group | *LinkUS Mobility Corridors Initiative* | 2020-2021  
Creative direction and social media strategy

The Saunders PR Group | *Reimagining Public Safety* | 2021  
Creative Development and graphic design

The Saunders PR Group | *Franklin County Women's Portal* | 2020  
Branding and Strategy Consultant

The Saunders PR Group | *2020 Census - City of Columbus* | 2020  
Creative Consultant and Content Manager

The Saunders PR Group | *2020 Census- Franklin County* | 2020  
Social Media Strategy and Creative Director

## EXPERIENCE

Senior Vice President Chief Digital Strategist (The Saunders PR Group)  
July 2020 - Present

Collaborate with the CEO and other executives to decide on business strategies. Assists with client acquisition and retention for The Saunders PR Group. Responsible for providing creative direction and leading creative development for TSPRG digital marketing efforts (e.g. website, blogs, emails and social media) to ensure brand consistency for all clients. Developing digital marketing campaigns to create and maintain high levels of customer interaction. Manages, audits, and improve online content, considering SEO and Google Analytics.

Deputy Director (Governor's Office of Faith-Based and Community Initiatives)  
2019 - November 2020

Market the resources of the Faith-Based office to non-profit organizations in order to build a network of compassion across the state of Ohio. Execute the mission and vision of the GOFBCI through outreach efforts and measure the outcomes of our partnerships through relationship building and networking.

Marketing Consultant (Ramey Marketing, LLC)  
August 2012 - Present

Researches marketing trends and data. Provides expert information regarding promotions, branding, media channels, and other key information for marketing success. Guides the implementation of marketing strategies for various products and services.

## EDUCATION

Bachelors of Fine Arts | Columbus College of Art and Design  
2004 -2010

Studies: Advertising, Graphic Design, Fashion Design

Masters Program | Franklin University  
2011- 2012

Studies: Marketing and Communication

## LEADERSHIP

Board Member - Friends of the Columbus Metropolitan Library |  
Community Relations Trustee

Board Member - Joseph's Coat | Vice President

Board Member - Think Make Live Youth PR Committee

National Coalition of 100 Black Women - Public Relations Committee

## SKILLS

- |                                      |  |
|--------------------------------------|--|
| • Project Management                 | • Team Player                              |
| • Content Creation                   | • Public Relations                         |
| • Display Advertising                | • Graphic and Digital Design               |
| • Time Management                    | • Presentation Skills                      |
| • Copy-writing                       | • Verbal and Written Communication         |
| • Social Media Marketing             | • Multi-tasking                            |
| • Creative Development               | • Analytical Analysis                      |
| • Digital Marketing                  | • Budgeting and Tracking                   |
| • Strategic Planning                 | • Community Organizing and Activism        |
| • Media Buying                       | • Driving Engagement and tracking insights |
| • Outreach and Relationship Building | • Sales and Marketing                      |
|                                      | • Deadline driven                          |